

REMARKS

Status of the Claims

- Claims 1-10 and 20-27 are pending in the Application after entry of this amendment.
- Claims 1, 6 and 20 are amended by Applicants.

Claim Amendments

Claims 1, 6 and 20 are amended by Applicants to more clearly recite that which the inventors claim as their invention.

Claim 1 is amended to recite a method of registering a business directory listing or advertisement. Included in the method is a step of providing a computer-based directory of business listings having a taxonomy represented by a tree of nodes. The nodes include a plurality of business categories, a plurality of leaf nodes and a plurality of business directory listing nodes having a standard industry code association. Only the business directory nodes have the SIC codes and only the leaf nodes have mappings to the business directory listing nodes. The method of Claim 1 accepts a business category from a client in order to register and store a business directory listing. Thus, the client uses business categories to register her business and store her business directory listing and/or advertisement without specifying standard industry codes even though the tree taxonomy of the directory has business directory listing nodes which contain standard industry codes.

U.S Patent No. 6,189,003 to Leal discloses a system and method for deriving search templates for searching of business directory data. According to the method, at least one search criteria is identified that is defined through research about companies in at least one category of business. (col. 2 lines 7-11). Leal discloses a data retrieval system that is operative to allow ready and willing buyers to find and contact qualified businesses. (col. 2 lines 23-25). Lear provides the end user with a more detailed search tool that can refine and target their search processes to find a qualified vendor of products/services in an electronic directory, narrowing down a list of potential candidates...(col. 2 lines 31-36).

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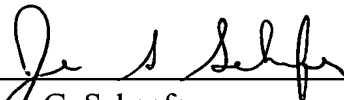
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Applicants note that Leal does not explicitly disclose a method to register a business as in amended Claim 1. Leal does not disclose standard industry codes at all. Leal does not disclose a taxonomy tree directory structure used in the registration of businesses.

Applicants have also amended independent Claims 6 and 20 to recite similar elements as those of amended Claim 1. Applicants respectfully submit that since Leal does not disclose any system or method for the registration or creation of directory listings with all of the recited taxonomy tree elements, Leal cannot anticipate independent Claims 1, 5, 6 and 20. Applicants respectfully submit that all of the claims of the present application patentably define over the cited art.

Respectfully submitted,

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